

MERI LIFE MERA SWACHH SHEHAR

#RRR4LIFE

MAY-JUNE 2023





“

This word is LiFE, which means ‘LiFEStYle For Environment’. Today, there is a need for all of us to come together and take LiFEStYle For Environment forward as a campaign. This can become a mass movement towards an environmentally conscious lifestyle.

”

- **SHRI NARENDRA MODI**
Prime Minister at COP26

BACKGROUND

Reducing, reusing and recycling waste or the principle of 3Rs is a popular concept among citizens who are now driving the zero-waste ecosystem. Recyclers, Self Help Groups, entrepreneurs are not just contributing to a circular economy by recycling waste and innovating a host of products, but also joining forces to create a sustainable urban India. In the fight against climate change, it is imperative to adopt 3Rs in our lifestyle.



SWACHHATA BHI AUR LIFESTYLE FOR ENVIRONMENT BHI

Honourable Prime Minister Shri Narendra Modi's Mission LiFE (Lifestyle for Environment) further nudges individual and collective action towards the same. Mission LiFE aims to protect and preserve the environment and bring about a pro-planet behavioural change that can be instilled through individual action in day-to-day life.



Exhibition LiFE on World Environment Day



DST- National Mission for Sustaining the Himalayan Ecosystem Phase-II Project at Wildlife Institute of India takes actions- paper bag distribution Under Mission LiFE



NCSCM scuba divers undertook a sea floor clean-up and awareness drive at the coral reefs of Agatti Island, Lakshadweep

CAMPAIGN LAUNCH

On 15th May 2023, Union Minister Shri Hardeep Singh Puri launched Meri LiFE, Mera Swachh Shehar campaign in collaboration with Ministry of Environment, Forest and Climate Change. The 3-week initiative not only strengthened the resolve of Swachh Bharat Mission-Urban 2.0's resolve to reduce, reuse and recycle waste but also aligned with LiFE Mission's objective of undertaking collective action for protecting and conserving the environment by adopting sustainable living habits.

Meri LiFE Mera Swachh Shehar campaign stirred a movement of millions of citizens across the country to achieve the goal of garbage-free cities. People from all walks of life including professionals, workers, students, SHG members and others came in large numbers to donate as well as volunteer at RRR (Reduce, Reuse, Recycle) centres set up nationwide. A variety of events like setting up RRR centres, making waste to wonder items and sculptures, RRR awareness campaigns, plantations, cleanliness drives were organised to celebrate the spirit of Swachhata.



CAMPAIGN INITIATIVES

RRR CENTRES

One-stop kiosks for waste donation and dissemination

WASTE TO WONDER OR WEALTH ACTIVITIES

Reusable products made from recycled waste items

MISSION LIFE AWARENESS CAMPAIGN

IEC rallies and events inviting large-scale public participation

PLANTATION & CLEANLINESS DRIVES

People in urban and rural India plant saplings and sanitize surrounding areas on **World Environment Day**



Reduce. Reuse. Recycle

A Swachh Bharat Mission - Urban 2.0 Initiative

From Ghaziabad to Tenali, from Chandigarh to Tambaram, from Lucknow to Navi Mumbai, from Aizawl to Ahmedabad, ULBs set up RRR Centres and held awareness programmes to galvanize citizen contribution in donating their waste items and handing them to someone in need. The conscious efforts of common people and volunteers alike fostered a sense of responsibility in residents towards the vision of Garbage-Free Cities (GFCs).





Reduce. Reuse. Recycle

A Swachh Bharat Mission - Urban 2.0 Initiative

NORTH ZONE

UTTAR PRADESH

Ghaziabad

RRR Centres during campaign period: **48**
Permanent RRR Centres: **5**
Citizen participation (15th May -5th June):
Approx. 26,000
Total Items Collected:
Used plastic items – **Approx. 1300 Kgs**
Old books – **Approx. 9000 in nos.**
Used clothes – **Approx. 5700 Kgs**
Footwear – **Approx. 3500 in nos.**



Na Throw RRR center at Ghaziabad



RRR collection center at Lucknow

Lucknow

RRR Centres during campaign period: **110**
Permanent RRR Centres: **110**
Citizen participation (15th May -5th June): **Approx. 20,000**
Total Items Collected :
Used plastic items – **Approx. 1500 kgs**
Old books – **Approx. 11000 in nos.**
Used clothes – **Approx. 4000 Kgs**
Footwear – **Approx. 3800 in nos.**

HIMACHAL PRADESH

Manali

RRR Centres during campaign period: **2**
Citizen participation (15th May -5th June):
Approx. 100
Total Items Collected:
Old books – **Approx. 15**
Used clothes – **Approx. 50 Kgs**



Citizens get educated about the 3Rs at Manali's RRR centre

NORTH ZONE

DELHI

NDMC

RRR Centres during campaign period: **46**

Permanent RRR Centres: **6**

Citizen participation (15th May -5th June):
55,000

Total Items Collected :

Used plastic items – **109 Kgs**

Old books – **483 in nos.**

Used clothes – **848 Kgs**

Footwear – **358 pairs**



Nukkad Natak Shows at the Delhi's RRR centre



Amazing RRR Centre located in Delhi's Central Zone

MCD

RRR Centres during campaign period: **53**

Total Items Collected:

Used Plastic Items - **604.5 kg**

Old Books - **2539 in numbers + 26 Kgs**

Used Clothes - **1047 kgs**

Footwears - **515 in numbers & 7.5 kgs**

UTTARAKHAND

Dehradun

RRR Centres during campaign period: **51**

Permanent RRR Centres: **3**

Citizen participation (15th May - 5th June):

Approx. 2,000

Total Items Collected :

Used plastic items – **Approx. 100 kgs**

Old books – **Approx. 200 in nos.**

Used clothes – **Approx. 2000 Kgs**

Footwear – **Approx. 100 in nos.**



Dehradun's RRR collection center

MADHYA PRADESH

Indore



RRR Centre in Backlanes of Indore

RRR Centres during campaign period:

62

Permanent RRR Centres: **23**

Citizen participation (15th May - 5th June): **Approx. 162003+**

Total Items Collected:

Used plastic items – **Approx. 56000 Kg**

Old books – **Approx. 44000 in Nos.**

Used clothes – **Approx. 67000 Kg**

Footwear – **30781 in Nos.**

GUJARAT

Ahmedabad



Ahmedabad's RRR centre sees citizens donating old items

RRR Centres during campaign period: **22**

Permanent RRR Centres: **7**

Citizen participation (15th May -5th June): **9640**

Total Items Collected:

Used plastic items – **Approx. 1500 Kg**

Old books – **1018 in Nos.**

Used clothes – **Approx. 1350 Kg**

Footwear – **1104 in Nos.**

MAHARASHTRA

Navi Mumbai



Collections Centre at Navi Mumbai

RRR Centres during campaign period: **92**

Permanent RRR Centres: **92**

Citizen participation (15th May -5th June): **3000+ approx.**

Total Items Collected:

Used plastic items – **135 kg**

Old books – **318 kg**

Used clothes – **357 kg**

Footwear – **97 kg**

EAST ZONE

BIHAR

Patna



Women SHG workers at Pink RRR Centre in Patna

RRR Centres during campaign period: 69
Permanent RRR Centres: 9
Citizen participation (15th May -5th June):
Approx.
Total Items Collected:
 Used plastic items – **2250 Kg**
 Old books – **2351 kg**
 Used clothes – **2242 kg**
 Footwear – **2124 kg**

JHARKHAND

Jamshedpur



Jamshedpur's RRR Centre sees active citizen participation

RRR Centres during campaign period: 24
Permanent RRR Centres: 6
Citizen participation (15th May -5th June):
Approx. 67000 plus
Total Items Collected:
 Used plastic items – **Approx. 10,000 Kg**
 Old books – **Approx. 800 Kg**
 Used clothes – **Approx. 16000 Kg**
 Footwear – **728 Kg**

MIZORAM

Aizawl



At Aizawl's RRR Centre, residents donate used items

RRR Centres during campaign period: 19
Permanent RRR Centres: In Progress
Citizen participation (15th May -5th June):
1623
Total Items Collected:
 Used plastic items – **Approx. 472 Kg**
 Old books – **7527 in Nos.**
 Used clothes – **1728 Kg**
 Footwear – **888 pairs in Nos.**

MEGHALAYA

Williamnagar



Collection Centre at Meghalaya's Williamnagar

RRR Centres during campaign period: 3
Citizen participation (15th May -5th June):
Approx. 65
Total Items Collected:
 Used plastic items – **Approx. 3 Kg**
 Old books – **Approx. 27 kg**
 Used clothes – **Approx. 178 Kg**
 Footwear – **Approx. 101 Kg**

TAMILNADU

Greater Chennai Corporation

RRR Centres during campaign period: **200**

Permanent RRR Centres: **4**

Citizen participation (15th May -5th June): Approx. **11374**

Total Items Collected:

Used plastic items – **Approx.**

11000 Kg

Old books – **Approx. 4357 kg**

Used clothes – **Approx.**

48000 Kg

Footwear – **Approx.**

15000 in Nos.



Greater Chennai's RRR Centre collects used items

KARNATAKA

Bruhat Bengaluru Mahanagara Palike



Collection center at Bruhat Bengaluru Mahanagara Palike

RRR Centres during campaign period: **49**

Permanent RRR Centres: **7**

Citizen participation (15th May -5th June): **2300**

Total Items Collected:

Used plastic items –

Approx. 532 Kg

Old books – **Approx.**

3323 in Nos.

Used clothes – **Approx.**

1880 Kg

Footwear – **Approx.**

463 in Nos.

SOUTH ZONE

KERALA

Alappuzha

RRR Centres during campaign period: **52**
 Permanent RRR Centres: **1**
 Citizen participation (15th May -5th June):
Approx. 8,000
 Total Items Collected:
 Used plastic items – **Approx. 250 Kg**
 Old books – **Approx. 576 in Nos.**
 Used clothes – **Approx. 1500 Kg**
 Footwear – **Approx. 385 in Nos.**



Unique RRR Centre at Alappuzha

TELANGANA

Karimnagar



RRR Centre at Telangana's Karimnagar

RRR Centres during campaign period: **60**
 Permanent RRR Centres: **5**
 Citizen participation (15th May - 5th June): **3198**
 Total Items Collected:
 Used plastic items – **Approx. 1800 Kg**
 Old books – **1835 in Nos.**
 Used clothes – **Approx. 1600 Kg**
 Footwear – **Approx. 1500 in Nos.**

PUDUCHERRY

Pondicherry

RRR Centres during campaign period: **3**
 Permanent RRR Centres: **1**
 Citizen participation (15th May -5th June): **205**
 Total Items Collected:
 Used plastic items – **Approx. 185 Kgs**
 Old books – **Approx. 53 Kgs**
 Used clothes – **Approx. 98 Kgs**
 Footwear – **210 Kgs**



Colourful RRR Centre at Pondicherry



Reduce. Reuse. Recycle

A Swachh Bharat Mission - Urban 2.0 Initiative

Several ULBs also ran RRR Centres on wheels (waste collection vehicles) for door-to-door collection of waste items, especially to enable those who were unable to walk up to nearby RRR centres due to old age or other hinderances.

RRR Centre on wheels in Ghaziabad, UP



RRR Centre on wheels in Dhanbad, Jharkhand



Collection of waste items from households and delivery at RRR Centres in Dewas, MP



WASTE TO WONDER ACTIVITIES

ULBs, SHGs and other organizations presented perfect examples of Waste to wonder and Waste to wealth initiative by creating structures, murals, artefacts and reusable products made out of waste items, which would otherwise be discarded at open public spaces.



Ahilyabai Holkar's portrait made from waste clothes in Indore, MP



Eco-sustainable structure made from used pet bottles in Ghatkesar, Telangana



RRR Centre made from waste material in Pimpri Chinchwad, Maharashtra

FORWARD LINKAGES



Women SHG members make Waste to wealth cloth bags at RRR centres in Jamshedpur, Jharkhand



Women SHG members display different kinds of Waste to wealth items made by them at RRR centres in Patna, Bihar



Women SHG members stitching cloth bags from waste clothes at RRR centre in Arasikere, Karnataka



Cloth bag vending machine in Ibrahimpatnam, Telangana

FORWARD LINKAGES



Top: Cloth bags made from waste clothes distributed in Pebbair, Telangana while students paint discarded tyres at a park in Manesar, Haryana. Bottom: Students with their school models and projects made from waste items in Ranchi, Jharkhand

URBAN TRANSFORMATION THROUGH WASTE TO WONDER

Working according to the ethos of the 3R principle, several open spaces in various cities and towns were also beautified and adorned with decorations, sculptures and structures made from waste items and transformed into landmarks.



Waste space underneath a flyover turned into a mini sports-complex in Ghaziabad, UP (left) and a 'Butterfly Art Work' made out of waste in Hubli Dharwad, Karnataka(right)

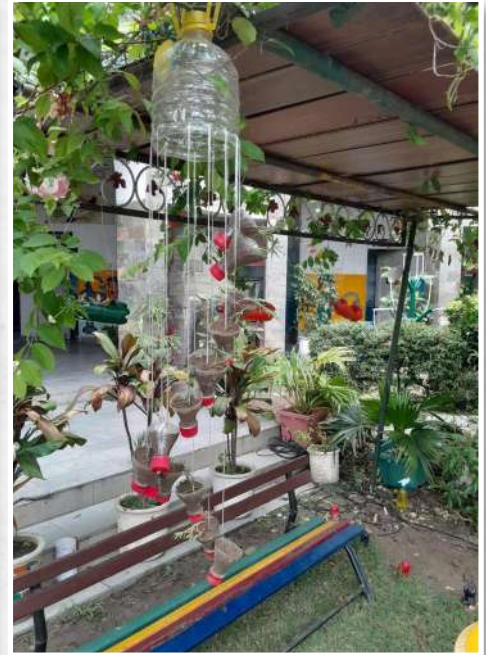


Public spaces and parks beautified in Bareilly, UP (left) and Dooru Verinag, J&K (right) with rides, slides and other installations made from waste items like tyres, steel pipes, discarded pet bottles and more



Selfie points created by Municipal Corporations from disposable and unusable items. These selfie points were installed at prominent places across city spaces

URBAN TRANSFORMATION THROUGH WASTE TO WONDER



Waste to wonder structures and decorative items made from discarded material in Khanna ULB of Punjab



On the occasion of World Environment Day 2023, renowned sand artist Sudarsan Pattnaik created a turtle sculpture by using 2,320 plastic bottles with the message #BeatPlasticPollution at Puri Beach, Odisha



Sand art to create awareness about Meri LIFE, Mera Swachh Shehar campaign in Kanpur, UP

UNIQUE RRR INITIATIVES

Several Urban Local Bodies (ULBs) took their execution of the principles of 3Rs to an altogether different level by employing innovative RRR techniques and launching unique initiatives under their jurisdiction to encourage citizen participation, SHG & NGO engagement and create forward linkages during the 3-week campaign.



Artificial jewellery made from cloth waste donated at Katran Bank in Lucknow



Ayurvedic medicines made from mango kernel (guthli) in Lucknow. The kernels were replanted as well.



People donating plastic get cloth bags in return in Khagol, Patna



Door mats made from old waste sarees in Tambaram, Tamil Nadu



Telangana inaugurated Rethink (Reduce Reuse Recycle Knowledge Hub), which would further act as hub to connect ULBs with recyclers, startups, MSMEs for sustaining the RRR campaign across all ULBs

UNIQUE RRR INITIATIVES



Needy kids receiving books and toys from RRR Centre in Agra,



'1 Rupee Store' in Chandigarh, where appliances and other items were sold for Re. 1



Team Medininagar (Jharkhand) is repairing LED bulbs in 10 minutes for just Rs 10 to save energy and reduce waste



Recycle Mart in Navi Mumbai, where people donated waste items and got points based on the value of the item. These points were redeemable for purchasing new items from D'Mart



Municipal Corporation Chandigarh took a significant step by setting up a permanent RRR Centre



RRR Centre in Karimnagar, Telangana provided used clothes to the ones needing them.

JAN ANDOLAN FOR CAMPAIGN AWARENESS

ULBs and Municipal Corporations engaged with NGOs, SHGs, Swachh Tulip interns, RWA members and citizen volunteers to spread the message of RRR and Mission LiFE through various campaigns, rallies and events across the nation and ensured widespread community mobilization for achieving the vision of Swachhata.



Common people alongside citizen volunteers, SHG members, NGOs, RWA members and others hit the streets and went door-to-door to spread the message of RRR and Swachhata

PLEDGE FOR LIFE

People from all walks of life vowed to adopt and inculcate environment-friendly habits by taking 'Pledge for LiFE'



Residents, students, volunteers, SHG members among others take Pledge for LiFE in Ujjain, MP (left) and Pimpri Chinchwad, Maharashtra (right)

"I pledge to make any possible changes in my daily lifestyle to protect the environment. I commit to continuously remind my friends, family and others about the importance of environmentally friendly habits.

I pledge to serve as an example of how an environment-friendly lifestyle can positively impact people and our planet."



WORLD ENVIRONMENT DAY

A nationwide citizen participation was witnessed on the occasion of the **World Environment Day** on 5th June 2023. People made significant contributions by taking part in various plantation and cleanliness drives undertaken across the country.



Citizens, women SHG members, corporation teams, students and other volunteers plant saplings in Assam and Dewas, MP and hold cleanliness drives in Kedarnath and beach cleaning in Karwar, Karnataka to celebrate the occasion of World Environment Day

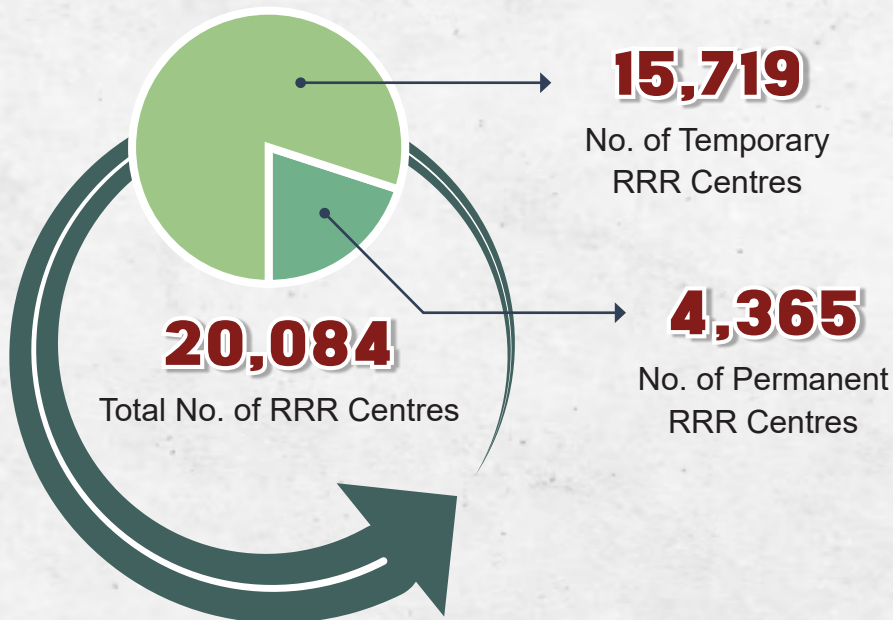
IMPACT



RRR CENTRE

Reduce. Reuse. Recycle

A Swachh Bharat Mission - Urban 2.0 Initiative



RRR PARTICIPANTS

1,181,395

Citizens Visiting RRR Centres

1,643,841

No. of Volunteers

457,560
Used Plastic (In Kg)

662,725
Used Clothes (In Kg)

ITEMS COLLECTED AT RRR CENTRES

464,879
Old Books Count

1,228,825
Footwear Pairs Count



MEDIA COVERAGE

Meri LiFE, Mera Swachh Shehar campaign, RRR Centres activities in newspapers

इन्कलाब भारत

नई दिल्ली, मंगलवार, 16 मई, 2023

तीन आर के माध्यम से शहरी भारत को स्वच्छ बनाने का अभियान जारी

प्रधानमंत्री मिशन के जरिए जैरो वेस्ट ईकोसिस्टम स्थापित करने का सकारात्मक प्रयास, प्रतियोगिता की भी घोषणा

नई दिल्ली। शहरी भारत वेस्ट अवेअर ऑफ वेस्ट बनने की दिशा में आगे बढ़ रहा है। कचरे को रिड्यूस करना, रीयूज करना और उपयोक्तै रिसाइकल करना या 3कक सिद्धांत उन नागरिकों के बीच एक लोकप्रिय कांसेप्ट है जो अब जैरो-वेस्ट ईकोसिस्टम फेज रहे हैं। रिसाइकल, कचरे सावधान्य समूह, उपयोक्तै रिसाइकल कचरे और प्रकृत रूप से उपयोक्तै रिसाइकल कचरे एक संकलित इकाई में



जिसे व्यक्तिगत कार्रवाई के माध्यम से दीनक जैविक सैल में शामिल किया जा सकता है। कैदीय मंत्री हरदीप सिंह पुरी ने 15 मई, 2023 को राष्ट्रीय अभियान में LIFE, मेरा स्वच्छ

के प्रति प्रेरित करता है। इन कलेक्शन सेंटरों को रिड्यूस, रीयूज एंड रिसाइकल सेंटरों या आरआरआर सेंटरों कहा जाएगा, जहां कचरे को जैरो-वेस्ट, पुनः उपयोग योग्य बनाकर संरक्षित किया जाएगा। 3-सपाहल का अभियान स्वच्छ भारत मिशन-उद्देश्य 2.0 के वेस्ट को रिड्यूस, रीयूज और कचरे को रिसाइकल करने के संकल्प को मजबूत करता है और स्वयोक्तै अवेअर जनक पंचवर्षीय संरक्षण के लिए उच्च मिशन के उद्देश्य के साथ आगे आया। आरआरआर सेंटरों की संरचना नागरिकों, संस्थानों, कॉर्पोरेट्स उद्यमों आदि के लिए इस्तेमाल हो चुकी है।

Reduce Reuse Recycle



प्रधानमंत्री मिशन के तहत शहरी भारत वेस्ट अवेअर ऑफ वेस्ट अभियान में आगे बढ़ रहा है। कचरे को रिड्यूस करना, रीयूज करना और उपयोक्तै रिसाइकल करना या 3कक सिद्धांत उन नागरिकों के बीच एक लोकप्रिय कांसेप्ट है जो अब जैरो-वेस्ट ईकोसिस्टम फेज रहे हैं। रिसाइकल, कचरे सावधान्य समूह, उपयोक्तै रिसाइकल कचरे और प्रकृत रूप से उपयोक्तै रिसाइकल कचरे एक संकलित इकाई में

मेरी लाइफ, मेरा स्वच्छ शहर : यहां शुरु हुआ सामान का पुनः उपयोग

शहर के नागरिक खुलकर आए अपने घरों के अनुपयोगी सामान उपलब्ध कराने



नगरपालिका के तहत शहर के नागरिकों को अपने घरों के अनुपयोगी सामान उपलब्ध कराने का प्रयास शुरू हुआ है। 'मेरी लाइफ, मेरा स्वच्छ शहर' अभियान के तहत शहर के नागरिकों को अपने घरों के अनुपयोगी सामान उपलब्ध कराने का प्रयास शुरू हुआ है। 'मेरी लाइफ, मेरा स्वच्छ शहर' अभियान के तहत शहर के नागरिकों को अपने घरों के अनुपयोगी सामान उपलब्ध कराने का प्रयास शुरू हुआ है।

NMC's RRR push: 'Reduce, Reuse, Recycle' at prabag levels begins

Approximately by at least 10 citizen volunteers (they could be SHG members, Swachh TULP interns, RWAs members etc)

STEP BY STEP
RRR Centre to be setup in every ward in the city. Identify suitable spaces that will become the RRR Centre. Indicative sites include housing complexes, shopping complexes, open grounds, marketplaces, pre-established sites, school complexes, any high footfall public place etc.

RIGHT TRACK
The three-week campaign is part of a build up to World Environment Day and will motivate citizens to give up plastic items, old books, used clothes and footwear and any other item that the city chooses, which will be further refurbished, re-used or processed for making new products. Such a drive will not only further strengthen the resolve of SBM-U to reduce, reuse and recycle waste but also align with LIFE Mission's objective of undertaking collective action for protecting and conserving the environment by adopting sustainable living habits.

छत्तीसगढ़

शंभु साहू स्पोर्ट्स डैनिंग छत्तीसगढ़, कोणदागांव
संस्कृत-9425596111
www.sdnk.kondagaon@gmail.com

अनुपयोगी सामानों के आदान-प्रदान के लिए नया में खोले जाएंगे आरआरआर सेंटर
मेरी लाइफ मेरा स्वच्छ शहर केपेन के तहत अनुपयोगी सामानों की होगी रीसाइक्लिंग



प्रशासक संस्था के सदस्यों के साथ शहर के नागरिकों को अपने घरों के अनुपयोगी सामान उपलब्ध कराने का प्रयास शुरू हुआ है।

कचरे से बनाये जायेंगे 'वेस्ट टू वंडर पार्क'

व्यर्थ कचरा एकत्रित करने के लिए हर वार्ड में बनेंगे श्री आर सेंटर



शहर के नागरिकों को अपने घरों के अनुपयोगी सामान उपलब्ध कराने का प्रयास शुरू हुआ है। 'मेरी लाइफ, मेरा स्वच्छ शहर' अभियान के तहत शहर के नागरिकों को अपने घरों के अनुपयोगी सामान उपलब्ध कराने का प्रयास शुरू हुआ है। 'मेरी लाइफ, मेरा स्वच्छ शहर' अभियान के तहत शहर के नागरिकों को अपने घरों के अनुपयोगी सामान उपलब्ध कराने का प्रयास शुरू हुआ है।

रिसाइकल, रिड्यूस, रीयूज का महत्व समझाने बनाए गए 10 ट्रिपल आर सेंटर

नागरिक घर में उपयोग ना हो रहे सामान करे दान: देवांगन

भारत न्यूज़ धमतरी
शहर के नागरिकों को अपने घरों के अनुपयोगी सामान उपलब्ध कराने का प्रयास शुरू हुआ है। 'मेरी लाइफ, मेरा स्वच्छ शहर' अभियान के तहत शहर के नागरिकों को अपने घरों के अनुपयोगी सामान उपलब्ध कराने का प्रयास शुरू हुआ है। 'मेरी लाइफ, मेरा स्वच्छ शहर' अभियान के तहत शहर के नागरिकों को अपने घरों के अनुपयोगी सामान उपलब्ध कराने का प्रयास शुरू हुआ है।

SOCIAL MEDIA COVERAGE

Meri LiFE, Mera Swachh Shehar campaign, RRR Centres activities, plantation and cleanliness drives talked about on Twitter, Facebook, Instagram



FOR MORE INFORMATION ON SWACHH BHARAT MISSION

VISIT US:



Swachh Bharat Mission – Urban



sbmurbangov



@SwachhBharatGov



Swachh Bharat Urban



swachh-bharat-urban